

Message Text

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61

ACTION EUR-12

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R 262047Z FEB 76

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 8218

INFO AMEMBASSY ROME

AMEMBASSY LONDON

AMEMBASSY BONN

AMEMBASSY ANKARA

LIMITED OFFICIAL USE PARIS 05775

E.O. 11652: N/A

TAGS: PFOR FR US

SUBJECT: GOF TO TRY AND IMPROVE PUBLIC IMAGE IN THE
UNITED STATES

BEGIN UNCLASSIFIED:

1. ACCORDING TO AGENCE FRANCE PRESSE, GOF HAS ASSIGNED DIPLOMAT ROGER VAURS, FRENCH AMBASSADOR IN TURKEY, THE TASK OF IMPROVING FRANCE'S PUBLIC IMAGE IN THE UNITED STATES. THE TIMING OF THE ASSIGNMENT IS RELATED TO PRESIDENT GISCARD D'ESTAING'S OFFICIAL VISIT TO THE UNITED STATES MAY 17-21. MR. VAURS' MISSION IS TEMPORARY, AND HE REMAINS FRENCH AMBASSADOR TO TURKEY. HE HAS HAD TWO PREVIOUS ASSIGNMENTS IN THE UNITED STATES. HE WAS SECOND SECRETARY AT THE FRENCH EMBASSY IN WASHINGTON 1948 TO 1952, AND DIRECTOR OF INFORMATION SERVICES IN WASHINGTON FROM 1952 TO 1966. END UNCLASSIFIED.

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2. JACQUES DE FOLIN, DIRECTOR FOR AMERICA AT THE MINISTRY OF FOREIGN AFFAIRS, SAID THAT VAURS WAS HANDPICKED BY PRESIDENT GISCARD D'ESTAING, WHO HAD UTILIZED HIM FOR LIMITED OFFICIAL USE

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SIMILAR MISSIONS WHEN GISCARD WAS MINISTER OF FINANCE.

IN VIEW OF HIS LONG EXPERIENCE AS PRESS COUNSELOR IN WASHINGTON, HE IS THE IDEAL PERSON FOR THE JOB. HIS MISSION IS ESSENTIALLY A TECHNICAL ONE, DE FOLIN SAID. HE WILL BE COMMISSIONING POLLS TO DETERMINE WHAT AMERICANS THINK OF FRANCE, AND WILL WORK OUT PROGRAMS TO CORRECT DEFICIENCIES. GISCARD WILL ALSO TAKE HIS FINDINGS INTO ACCOUNT IN PLANNING HIS PUBLIC STATEMENTS AND ACTIVITIES FOR THE OFFICIAL VISIT NEXT MAY, DE FOLIN SAID.
RUSH

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